



[how to get there](#)

[smart traveler](#)

[what's new?](#)

[around SB](#)

[about us](#)

MTD 2000

A Report to the Community

www.sbmtd.gov - **Intelligent Transit Is Here!**

Santa Barbara Metropolitan Transit District

FY2000

The Santa Barbara Metropolitan Transit District (MTD)

has had a record year. More than seven million passengers rode the MTD buses in Goleta, Santa Barbara, Montecito, Summerland and Carpinteria and the open-air electric shuttle fleet logged 1,000,000 miles. MTD will attract even more riders with expanded service and the creative use of communications technology that will link buses and customers quickly and efficiently.



1,000,000

A stylized graphic of a bus in teal and white. The number '1,000,000' is written in large, bold, orange digits across the side of the bus. Below the bus are two teal circles representing wheels.

miles
Jan. 91-Nov. 99



how to get there

With 69 buses, 23 electric shuttles and 27 transit routes, MTD makes it easier to get around town. Programs and services coming soon will make the community even more accessible by bus.

how to get there
smart traveler
around SB
what's new?
about us

“How do I get there?”

A trip planner and bus stop locator are just two of the features on MTD’s newly automated website. For example, visitors can use the site to schedule their arrival to Santa Barbara by train and then onto a Downtown-Waterfront shuttle to local hotels.



“Gas getting expensive?”

Passengers can now enjoy MTD’s new commuter buses with high-backed upholstered seating, overhead briefcase storage and personal lighting.

“When is the bus coming?”

MTD is working on ways to get real time schedule information at the bus stop and to your cell phone. Visitors can even bring along their bikes on any one of MTD’s large buses.



Next Page

FY2000

MTD provided new services that made riding the bus even easier. New programs like special holiday service for shoppers and students and unique, electric shuttles passing by Santa Barbara's most popular attractions, were introduced to the community.





what's new?

The future of smart transit at MTD includes technology that provides more efficient bus services for passengers.

how to get there
smart traveler
around SB
what's new?
about us



■ **New fareboxes will make it easier for passengers and MTD.**

- Passengers will be able to recharge a stored-value card directly on the bus and re-use it as much as they like.
- MTD will target special promotions and track ridership trends based on pass use.

■ **It will be easier for passengers to pay their fares.**

- Soon riders can purchase stored-value cards, 10-ride, monthly, and daily passes.
- Customers will be able to purchase these passes directly from the new fareboxes, on-line and through an ATM.



■ **The Field Trip gave Santa Barbara a peek into some of these new technologies and ways to provide better service.**

- To conserve energy on this electric bus route, MTD employed telephone on-demand service at the Botanic Garden.
- The Field Trip also introduced day passes, which proved to be very popular with riders.
- Finally, this service was given a unique identity or “branded” through co-sponsorships.



around SB

MTD traveled more than 2 million miles and logged over 167,000 revenue hours throughout its service area. Strong partnerships were forged with other agencies, organizations and businesses within the community helping to make bus service more visible to the public.

how to get there

smart traveler

around SB

what's new?

about us



■ The City of Santa Barbara is sponsoring a new Crosstown Shuttle, which will travel through the downtown area.

■ In Carpinteria, MTD introduced the fully electric Seaside Shuttles. Ridership is already exceeding projections after just a few months of service.



■ The Cottage Hospital route, also serving Oak Park, will soon become electric and bus stops along the line will be upgraded.

MTD
SEASIDE
shop to shore

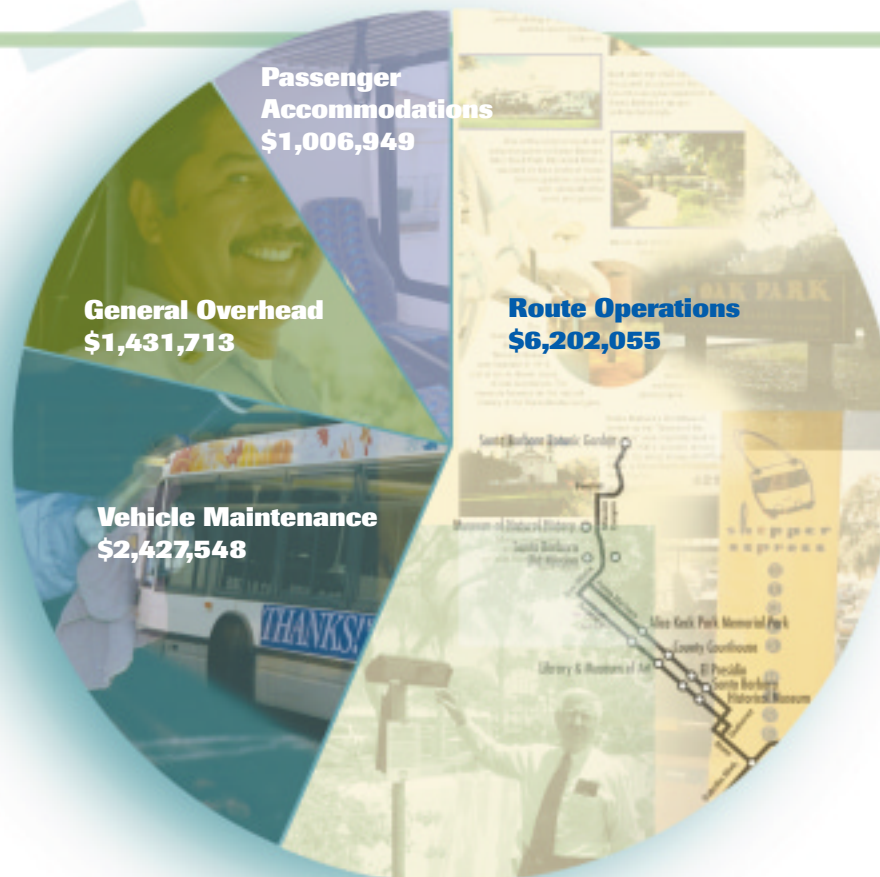


SHUTTLE
in carpinteria



about us

how to get there
smart traveler
around SB
what's new?
about us



MTD
Santa Barbara
Total Expense
FY 99/00
\$11,068,265

Revenue

	FY 99/00	FY 98/99	FY 97/98
Passenger Fares	5,037,138	4,863,063	4,646,652
Sales Tax Revenue (TDA)	3,579,770	2,432,935	3,994,572
Federal Operating Assistance	1,500,000	2,079,864	—
Property Tax Revenue	430,000	387,644	355,837
Non-Transportation Income	521,357	464,474	480,522
Totals:	11,068,265	10,227,980	9,477,583

Expense

	FY 99/00	FY 98/99	FY 97/98
Passenger Accommodations	1,006,949	799,371	785,825
General Overhead	1,431,713	1,250,707	1,153,728
Vehicle Maintenance	2,427,548	2,370,344	2,039,109
Route Operations	6,202,055	5,807,558	5,498,921
Totals:	11,068,265	10,227,980	9,477,583

FY2000

MTD continues to rank high in operating.

MTD is nearing completion of its state-of-the-art consolidated facility thereby eliminating the need to operate from two locations. All 185 drivers, mechanics, utility workers, and staff members will finally work under one roof. Most importantly, this new facility will include more charging stations that will enable a tripling of MTD's electric bus fleet.

MTD's Board of Directors have paved the way for MTD to continue operating one of the nations most innovative and efficient public transit systems.

- **Lee Moldaver**, Chair
- **Rich Untermann**, Secretary
- **Robert Hankins**

- **Deborah Looker**, Vice Chair
- **John Britton**
- **Gary Gleason**, General Manager and Treasurer

MTD
Santa Barbara

**The Santa Barbara
Metropolitan Transit District**

550 Olive Street
Santa Barbara, California 93101
www.sbmtd.gov